

1           EMBEDDING INTERNET MESSAGE BOARD DISPLAY LINKS

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3       **ABSTRACT OF THE INVENTION**

4           The present invention will reserve lines of space within a message board  
5       display at predetermined positions for paid advertisement listings, such as hypertext  
6       links. The present invention will post purchased advertisement listing at the  
7       predetermined positions within the message board display in response to subscriber  
8       input. The present invention will post user messages to the message board display,  
9       adding new messages as they are input, while preserving the predetermined position  
10      of the advertising links.

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